Allie Whalen
Digital Preservation 1807
Kara Van Malssen
Assignment 1
9/23/2014

<center>Review on Europeana</center>

       Europeana is Europe's leading digitization project that establishes new ways for the public to engage with and access European cultural and scientific heritage materials online. The main focus of the project is to enhance understanding of cultural diversity through the exchange of digital information and increase collaboration between institutions digitizing their collections. The Europeana Portal is a central search engine that incorporates digital collections from partnering institutions, also known as content aggregators who submit their digitized materials and metadata. Europeana is further divided into several other websites including an exhibitions site, a blog, an interactive site known as Remix, Europeana 1914-1918 that collects community contributed stories, and Europeana Professional for technical information, metadata standards, and case studies. Europeana is based off a four-step strategy to aggregate, facilitate, distribute, and engage in the exchange of ideas and information. The project has collaborated with museums, archives, and libraries around Europe to create a cross-domain portal that provides access to previously digitized items and encourages and supports new digitization projects.

       Europeana is supported through the European Commission that provides financial resources for marketing, development, staffing, and legal services as well as the project's partners. Europeana has more than 2,300 aggregators composed of libraries, archives, and museums from 36 countries. Partners are referred to as country, project, or independent aggregators whose main task is to collect and transmit metadata to the online portal. The success of Europeana came after long negotiations and arguments on the benefits of open data with organizations that were hesitant to release their files.[1] The search engine focuses on bringing together cultural institutions and its achievements are determined by the collaboration and efforts of its partners. The project began in 2007 when the European Digital Library Network (EDLnet) started to build Europeana, although earlier endeavors towards a virtual European library began in 2005. Later a four-step strategic plan was developed for 2011-2015 to aggregate, facilitate, distribute, and engage digital information. A strategic plan for 2015-2020 is currently being developed to predict what the cultural sector will look like in the future and how Europeana can help support it. Through a series of workshops, Europeana will gain input from cultural and academic institutions and the public based on distribution, engagement, aggregation, facilitation, and synthesis. Europeana is presently engaged with numerous research and development projects such as the Europeana Application Programming Interface (API) that enhances search and display options for developers and Linked Open Data that enriches metadata by linking related materials across multiple websites.

       Europeana is working to solve problems of access and cross-institutional searchability through projects, partnerships, and intiatives. The project's solution to these issues is rooted in collaboration and relies heavily on its partnerships with other cultural

---

[1]Jonathan Gray, "Europeana Opens up Data on 20 Million Cultural Items," http://www.theguardian.com, (September 12, 2012).

institutions. Content aggregators form much of the communities involved in the project including such notable institutions as the British Museum, Rijksmuseum, and the Louvre. These institutions provide public access to a variety of digitized materials and metadata, that range in both content and format, on both their own websites and the Europeana portal. The portal is comprised of over 30 million digitized materials including books, manuscripts, photos, paintings, television, film, newsreels, sculpture, crafts, journals, letters, diaries, maps, sheet music, spoken word, and radio broadcasts.

Europeana applies new approaches and models for data searchability and has helped to launch a number of ongoing projects focused on access, such as APEx, an access framework for European archives, ARROW, a tool for finding rights holder information, Europeana Awareness, a best practices network, and Linked Open Data, a project to help enhance access to metadata. The Linked Open Data cloud is particularly reponsible for connecting digital files across institutions. The program uses unique web identifiers, standardized desciption methods, and links to other related resources. The granular metadata provided from the source domain allows the data to be linked to other sites, such as Dbpedia and Geonames. Europeana has a strong focus on the user experience and provides outlets for extended searchability through intergrated data and links to related information.

Digital files and metadata are provided by different European instutions who apply to become a partner of Europeana. Institutions provide both the content and metadata for their digitized works that follow Europeana's set of standard preferences. Europeana requests that instutions provide metadata in the richest XML format and accepts three types of metadata including EDM (European Data Model), ESE (European Semantic Elements), or original format. Europeana top preference is EDM because it incorporates ESE which is based off Dublin Core standards. Metadata provided in ESE or another original format can be converted to not in EDM if a vocabulary for desciption is provided. Additionally, partners are required to apply persistent identifiers, reliable and unchanging web locations, to their files to ensure a consistent link to for users to access the collections. Europeana prefers to capture metadata through the Open Archives Initiative Protocol for Metadata Harvesting (OAI-PMH) a method of metadata collecting and sharing based off a client-server software that relies on the Dublin Core schema. Each partnering instution is required to implement OAI-PMH into their personal systems or store their metadata on an FTP server that is accessible to Europeana.

The strong emphasis on metadata is a part of the project's user and access dedication. Europeana incorporates a 4D interface that links to additional social media sites, such as YouTube and Flickr, and allows the user to view multiple searches at the same time and find rich geographical and time based metadata. Users are able to search by all fields, title, creator, subject, date, place, and more to find a number of resources and related material. The user interface allows multiple language translations and the option for individuals to create their own login and save searches, objects, and tags to their personal accounts. Each item includes metadata that the user is able to see such as title, rights, description, creator, geographic coverage, date of creation, format, type, subject, identifier, relation, language, provenance, data provider, and more. All files can be viewed on Europeana or the source website as well as played, shared, tagged, downloaded, printed, and saved to the user's personal device file formats such as FLV (flash video file) and JPEG. Some institutions have taken their own approaches to the

resolution of the content they provide, such as the Rijkmuseum which makes 4500x4500 pixel JPEG images available for free while it charges 40 euro for high resolution 200MB TIFF files.[2]

Europeana is able to provide unrestriced access to materials under the CCO 1.0 Public Domain Dedication where the work has been dedicated to the public domain and may be copied, modified, distributed, performed, and used for commercial purposes.[3] Content providing partners sign the Europeana Data Exchange Agreement to control the use and re-use of the materials and metadata. Through this agreement, Europeana gives attribution to aggregators and outlines a use guideline for metadata that requests users apply attribution to the source institution when materials are used. Metadata is governed under the Europeana's terms of use that does not restrict users on how the metadata can be used.

Europeana's basis on access and user services has enabled digital collections from various instutions around Europe to be available on one central search engine. Jonathan Gray wrote in his article "Europeana opens up data on 20 million cultural items", that "opening up data about these items will enable more collaboration and innovation around the discovery process."[4] Relationships between instutions, developers, and users are central to Europeana's mission to enhance search engines, harvest and collect metadata, and promote initiatives towards access and open data.

---

[2]Timothy Vollmer, "Rijksmuseum Case Study: Sharing Free, High Quality Images without Restrictions Makes Good Things Happen," http://creativecommons.org, (July 30, 2014)./tag/europeana.

[3]"Creative Commons — CC0 1.0 Universal," http://creativecommons.org.

[4]Jonathan Gray, "Europeana Opens up Data" http://www.theguardian.com.

Webography

"Creative Commons — CC0 1.0 Universal." *Creative Commons — CC0 1.0 Universal*.
N.p., n.d. Web. 23 Sept. 2014. http://creativecommons.org/publicdomain/zero/1.0/

"Europeana - Homepage." *Europeana*. N.p., n.d. Web. 23 Sept. 2014.
http://www.europeana.eu

"Home." *Europeana Professional*. N.p., n.d. Web. 23 Sept. 2014. http://pro.europeana.eu

Gray, Jonathan. "Europeana Opens up Data on 20 Million Cultural Items." *The Guardian*.
N.p., 12 Sept. 2012. Web.
http://www.theguardian.com/news/datablog/2012/sep/12/europeana-cultural-
heritage-library-europe

Vollmer, Timothy. "Rijksmuseum Case Study: Sharing Free, High Quality Images
without Restrictions Makes Good Things Happen." - *Creative Commons*. N.p.,
n.d. Web. 30 July 2014. http://creativecommons.org/tag/europeana